

Message Text

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ACTION EUR-12

INFO OCT-01 ISO-00 CIAE-00 INR-05 NSAE-00 RSC-01 DRC-01

PA-01 PRS-01 USIA-06 COME-00 EB-04 TRSE-00 /032 W

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R 171644Z OCT 74

FM AMEMBASSY OTTAWA

TO SECSTATE WASHDC 4780

LIMITED OFFICIAL USE OTTAWA 3398

E.O. 11652: N/A

TAGS: EFIN, SCUL, CA

SUBJECT: TIME CANADA

REF: OTTAWA 3029

1. WILLIAM MADER, TIME MAGAZINE OTTAWA BUREAU CHIEF, HAS INFORMED EMBASSY HE BELIEVES CABINET REMAINS DIVIDED OVER WHETHER OR NOT TO LIFT TIME CANADA'S SPECIAL TAX PRIVILEGE, BUT WEIGHT OF OPINION OF MINISTERS IS AGAINST MAGAZINE. TRUDEAU HAS FRUSTRATED EVERYONE BY TAKING NO STAND AS YET. BOARD CHAIRMAN HEISKELL HAS ATTEMPTED TO SECURE APPOINTMENT WITH TRUDEAU, BUT FAILED. PRESIDENT LARUE CANNOT GET THROUGH TO SECSTATE FAULKNER BY PHONE.

2. NEWSPAPER EDITORIAL OPINION IN CANADA UNANIMOUSLY AGAINST MAGAZINE. ONLY FEW COLUMNISTS DIFFER (DALTON CAMP, TONY WESTELL). PUBLIC PROBABLY ANTI-MAGAZINE. MAJORITY OF 550,000 SUBSCRIBERS WOULD LIKELY CONTINUE TO BUY TIME'S US EDITION EVEN IF PRICE RAISED A BIT.

3. ZIMMERMAN OF READER'S DIGEST CANADIAN EDITION PLEADING SPECIAL CASE VIGOROUSLY. EVENTUALITY MAY BE THAT AXE FALLS ON TIME CANADA, BUT NOT ON DIGEST (WHICH CAN CLAIM 30 PERCENT CANADIAN OWNERSHIP AND IS PREPARED BOOST CANADIAN CONTENT STILL MORE).
PORTER

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Message Attributes

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Disposition Authority: garlanwa
Disposition Case Number: n/a
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